

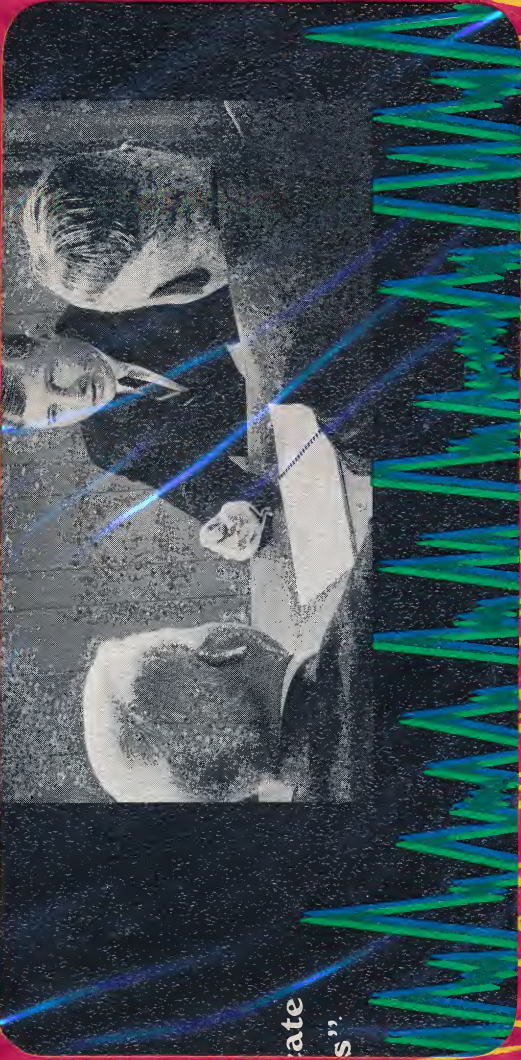
**Nations Business**  
1615 H Street, Northwest  
Washington, D.C. 20006



**Why should the editors of  
America's leading business  
magazine want to send you a  
free phonograph record?  
(The answer's inside!)**

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# Nation's Business

Published by the **Chamber of Commerce of the United States**  
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Every time you sit down to write a memo...  
or stand up to deliver a speech...you'll be  
glad you had a chance to hear this free record

Let me tell you why --

Since a businessman's ability to express himself clearly is such a highly valued asset, the editors of NATION'S BUSINESS have developed a unique self-training tool to help you master the art of personal communication in business...

This 12" long-playing record --  
"HOW TO COMMUNICATE YOUR IDEAS"

is FREE, now with a trial subscription to NATION'S BUSINESS

In the course of a single evening, this recording will teach you scores of practical suggestions for sharpening your speaking, writing and even your listening abilities...and it will do so in the most memorable way imaginable.

As you listen to one dramatic presentation after another -- each covering a human relations problem you're apt to encounter during any business day -- you'll feel that you're actually sitting in on a series of familiar office situations. But you'll have the added advantage of "stop-motion"...with the narrator interrupting the action to point out errors, to explain exactly what went wrong and, more important, to demonstrate what should have been done.

For example, you'll hear seven ways to present your ideas in top management's terms, rather than your own, to help insure quick acceptance...you'll hear how a slight change in a speech introduction transformed a dozing audience into attentive listeners...you'll hear about the six simple steps that will help trim your writing chores...

I could go on and on with further examples...to illustrate just how effectively this record can make you a better communicator. But, I'm sure you're more interested in knowing what results you can expect after hearing it.

You'll find, first of all, that its ideas on successful communication are almost indelibly planted in your mind -- that you'll automatically apply its lessons to daily communications problems.

You'll discover that you're "getting through" to the boss more effectively when you have an idea to present. You'll see that you are capturing the full attention and interest of your audience whenever you stand up to speak. You'll eliminate much of the time and annoyance of having workers come back with questions after you have already given them instructions. You'll be aware of a big improvement in your letters, memo's, reports and other written material...

...but why not send for a copy of the record and see for yourself? You may have a copy -- free -- in exchange for your consent to merely look over a few issues of NATION'S BUSINESS...while you're making up your mind about subscribing.

The fact that this record was produced by NATION'S BUSINESS is a further reason for acting now on this offer. All of the material dramatized on the record came originally from the pages of the magazine. And, in the months ahead, you'll continue



to find equally stimulating articles -- not only on the art of communication -- but on all the other management skills you want and need to know about. Such as:

delegating responsibility...handling "people problems"...planning and organizing your own work...building your idea power...making logical decisions...detecting and correcting inefficient business practices...training subordinates...plus dozens of other skills which can be just as useful to you.

Every issue of NATION'S BUSINESS will also give you a clearer understanding of the national and international events that can affect business conditions. You'll receive factual reports, business-oriented interpretations, and reliable forecasts on trends and events that are likely to affect business.

-- Washington developments -- how competition is changing -- shifts in political and economic thinking -- long-range outlook on government buying -- opportunities emerging from new markets -- and many more "useful look ahead" features

-- all written in a style geared to the fast-paced information needs of today's busy executive. No excess wordage -- no re-hash of yesterday's newspaper -- no fancy side-stepping. Just an honest and frank effort to relate what happened to why it happened, what's likely to happen next and what the consequences might be for you, your company, or your industry.

On top of all this, NATION'S BUSINESS also includes penetrating reports on special topics (the changing roles of business and government) -- the thinking of top corporate executives (Samuel Goldwyn, General Robert E. Wood, Howard Johnson) -- interviews with leading statesmen (Former President Eisenhower, J. Edgar Hoover, Senator Dirksen) --

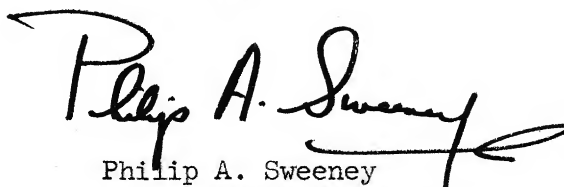
But the question still remains: "How useful will NATION'S BUSINESS be to you?"

Since NATION'S BUSINESS is available by subscription only, you won't find a newsstand copy to help you answer that question. But you can get the answer by taking advantage of this generous offer:

By permitting us to enter your one-year trial subscription at only \$8.00, you reserve the right to cancel service -- at any time during the first three months -- and receive a full refund of your unused subscription payment. As soon as your "O.K." is received, we'll send your copy of "How to Communicate Your Ideas," the 12" long-playing record which is yours to keep...regardless of your decision about the magazine.

Please mail the enclosed card today. Don't bother about payment now; we'll send a bill later on.

Cordially,

  
Philip A. Sweeney  
Subscription Manager

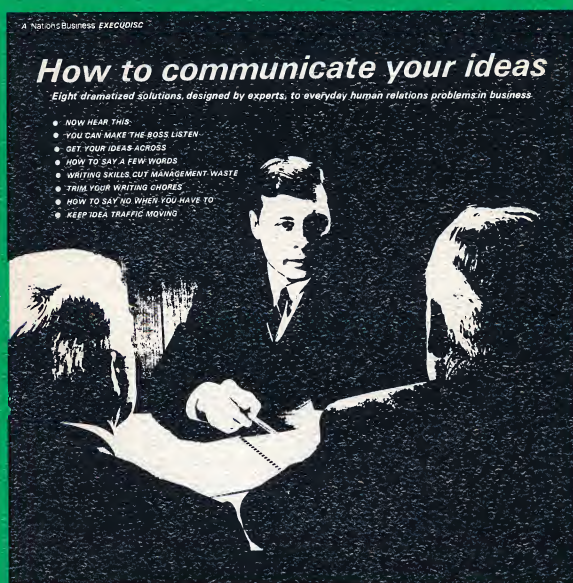
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# HOW TO COMMUNICATE YOUR IDEAS

## A unique self-training device for every businessman who wants to become a better communicator

### Outline

#### BAND ONE

##### "Now Hear This"

This introductory section of the record points out some truly remarkable facts about listening, comprehension and retention. It tells you the one single reason why most people fail so badly when listening that they don't really grasp all they hear. Then, the record goes on to give you a four-part fast-working formula to help you develop your own listening ability . . . and to help you get more out of the sections to follow on the record.

#### BAND TWO

##### "You Can Make the Boss Listen"

Learn the seven fundamental rules to follow when making presentations before top management. You'll hear most of these rules dramatized in life-like office situations. In some instances, the rule is deliberately broken, so that it will be more thoroughly fixed in your mind. You'll discover the one best way to win interest for your proposals—you'll see why and how proper timing plays such a vital role—and you'll pick up many other suggestions to help you become more persuasive when facing the boss or others in authority.

#### BAND THREE

##### "How to Get Your Ideas Across"

Here are tips to increase your skill when conversing privately with your superiors, subordinates, associates and others. You'll learn now to avoid getting caught off-guard—a simple 15-minute exercise to improve your diction—how to "say it with silence"—how to avoid getting flustered—how to properly prepare for the more formal presentations you'll sometimes make, such as at board or staff meetings.

#### BAND FOUR

##### "How to Say a Few Words"

This is where the record delves into the art of public speaking . . . and here the use of the sound medium really comes into play. For you will actually hear speakers demonstrate the right and the wrong way to deliver talks before large audiences. You'll hear about a three-step plan to follow when preparing any formal talk—and six important rules that can improve your delivery immeasurably . . . and keep your whole audience attentive from start to finish.

#### BAND FIVE

##### "Writing Skills That Cut Management Waste"

This section begins with a startling dramatic presentation that explodes a cherished business myth . . . and then explodes two more! There are ideas here that can start putting extra minutes back into your day. You'll learn, for example, when not to write a memo—an efficient system for handling routine correspondence—and a quick test to help you spot writing talent among your employees.

#### BAND SIX

##### "Trim Your Writing Chores"

Did you know that if you dictate just five average-size letters a day, your annual output in words exceeds that of most professional writers? That fact emphasizes the importance of improving your writing skill, and this section of the record tells you how to do it. You'll learn how to get off to a faster start—how to avoid being misunderstood—how to organize your material—how to maintain logical order in your writing—how to edit your work—and how to capitalize on your natural skills of expression.

#### BAND SEVEN

##### "How to Say 'No' When You Have to"

Listen in as one manager tries to take the sting out of a turn-down but ends up bungling the job. Then learn the nine precautions you can take to prevent shattering the morale of those under you when you have to say "no" to a request. Here are pointers that will help you maintain a better-working relationship with employees . . . avoid any chance of your unintentionally drying up the flow of ideas from your people.

#### BAND EIGHT

##### "Make Yourself Understood"

A four-step plan to improve the lines of communications up and down the personnel ranks—how to make sure that you and your boss are in agreement on your department's objectives—how to give your subordinates the same clear picture of their duties and goals . . . how to make sure that the traffic of ideas is never blocked in your company.

from the editors of **Nation's Business** • 1615 H Street, N.W. • Washington, D. C. 20006

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An eight-part record featuring dramatized solutions to everyday human relations problems in business. This record costs you nothing. You may have a copy in exchange for your courtesy in looking over a few issues of **NATION'S BUSINESS** . . . while deciding whether or not you'd like to receive this magazine regularly.

Gentlemen:

Please enter my one-year trial subscription to **NATION'S BUSINESS** with the understanding that I may cancel at anytime within the first three months, if I am not completely satisfied. Also, please send me a copy of the new record, "How to Communicate Your Ideas," which is mine to keep . . . regardless of my decision about the magazine.

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